

Davina Y.L. Li

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EDUCATION

Babson College, School of Business

Candidate for Bachelor of Science in Business Administration with a Concentration in Technology Entrepreneurship

May 2027

Wellesley, MA

Relevant Coursework: Digital Technology for Entrepreneurs, Managing Emerging Markets, Modeling with Excel, AI-Powered Web Development, Entrepreneurial Opportunities in AI, Predictive Business Analytics, Climate and Economic Systems

PROFESSIONAL EXPERIENCE

IBM

May 2026 – July 2026

Business Transformation Consultant – Data Platforms

Durham, North Carolina

- Mapped the end-to-end clinical model feature-edit workflow through SME interviews and process-flow analysis, quantifying a manual bottleneck in code-finding, then designed and built an AI agent on Snowflake that cut that step by 93% and scoped a phased rollout projected to reduce total feature-edit time by 74%.
- Led product strategy for an IBM Consulting capstone, owning the roadmap, horizon planning, personas, and user stories for an AI-powered clinical workflow platform projected to return 4.4M annual clinical hours to patient care; placed top 5 of 29 teams.
- Engineered an automated export sheet within a client-facing tracking tool that cut estimated time to answer a client request from 4 hours to 5 minutes, then authored the user guide and training that equipped client managers to run it independently.

Turno

January 2025 – May 2026

Product Operations Associate

Honolulu, HI

- Restrategized Voice of the Customer presentation, synthesizing feedback from 400+ customer conversations, and sparking cross-functional discussions with Product, Design, and Engineering to prioritize and execute key customer-driven initiatives.
- Architected an end-to-end ProductBoard integration, building 50+ tags and automating data inflows so 1,000+ insights from Intercom and Slack fed prioritization, enabling data-driven prioritization and a clearer understanding of customer needs.
- Strategizing and collaborating cross-functionally to develop and scale the first Marketplace Application approval AI Agent to reduce the Customer Operations Team's work by 60%.
- Delivering actionable insights that informed product decisions, driving UX improvements, uncovering revenue opportunities, and enabling data-backed prioritization across cross-functional teams, resulting in 4 features being prioritized in the Q2 Roadmap.

Entrepreneurial Intern | Product Management Focus

June 2025 – December 2025

- Drove data-informed product decisions by combining MySQL analysis and 8+ customer/stakeholder interviews to uncover revenue opportunities, identify 7 UX issues and 5 feature gaps, and own the full product lifecycle—prioritizing 8 initiatives using RICE scoring to improve project creation rates

Quiet Press

December 2023 – May 2024

Founder; Marketing Department

Boston, MA

- Founded and managed a student-run business selling compostable seed paper crafting kits; achieved 147 sales and \$2,300 in net income with 100% of profits being donated to the Bee & Butterfly Habitat Fund.
- Led brand strategy, website prototyping and design, and implementation; organized marketing schedules and campaigns to drive visibility, contributing towards receiving Babson's Good FME Business (Green) Award for sustainable operations.

LEADERSHIP

Delta Sigma Pi, Gamma Upsilon Chapter

December 2024 – May 2025

Vice President of Brand Management

Boston, MA

- Directed creative vision for branding across social media, flyers, and web with strong attention to detail; self-driven execution led to 120K+ Instagram views, a 12% increase in website traffic, and full accountability for project outcomes.
- Implemented project management tools to successfully deliver a fully immersive digital experience through Spring 2025 Rush marketing campaign, increasing new applicants by 49% from Fall 2024.

Babson Hawaii Student Association

December 2024 – May 2025

Founder and President

Boston, MA

- Took strong initiative to establish Babson's first Hawaii Student Association; communicated effectively a presentation that secured approval as 1 of only six new clubs out of 80 applications, recruited 40+ members, and led a cross-functional executive board of 9.
- Coordinated 8+ executive board meetings with clear agendas, fostering cross-functional collaboration, and maintaining alignment on key club objectives and events, ensuring seamless execution of events.

blankfilmhi

March 2021– Present

Founder and CEO

Honolulu, HI

- Built and scaled a product line of Hawaii-themed stickers, wholesaled to 17 retailers, generating 10K+ unit sales and \$20K+ revenue, and developed an online storefront attracting 1K+ monthly visits and reaching 200K+ users monthly via social channels.
- Designed and launched a 5-month social media growth plan, resulting in 1M+ views across TikTok and Instagram and substantial follower engagement.

SKILLS & INTERESTS

Technical Skills: SQL, Mix Panel, Metabase, ProductBoard, Balsamiq, Figma, Jira, GitHub, VS Code, Excel, Braze, Atlassian Suite

AI Stack: Lovable, V0.dev, Figma Make, Claude, Tasklet (Agentic AI), Shortwave (Inbox Optimization)

Languages: English, Mandarin-Chinese, Laotian

Interests: Basketball, Matcha, Accessible Education, Music, AI